

ABSTRACT

Improved methods of disseminating advertising messages to consumers are provided for. The methods comprise providing novel pouch packages for products that are constructed in accordance with the subject invention. The packaged product with the advertising message is distributed to a consumer outlet and then to consumers associated with the consumer outlet. Preferably, the product is a single-serve food product which is distributed to food service establishments.

The novel pouch packages provided for by the subject invention comprise one or more flexible imprintable substrate sheets. The substrate sheets comprise collectively one or more pouch sections defining a sealed volume accommodating a product therein and a message section providing a substrate on which a message may be imprinted. The pouch sections are provided on one or more of the substrate sheets. The messages section is provided on one of the same substrate sheets or another substrate sheet. The message section is connected to at least one of the pouch sections, but is separable from the pouch sections without compromising the integrity of the sealed volume. Thus, the advertising message may be removed from the sealed volume and viewed by a consumer. The novel pouch containers also include preferred embodiments having a manufacturer coupon imprinted on the message section that is redeemable by a consumer of the packaged product and that has imprinted thereon machine readable indicia to facilitate automated processing of the coupon. Preferably the machine readable indicia are a UPC bar code utilizing the UCC/EAN-128 Article Numbering System or another bar code.